Business process optimization through IoT in manufacturing

Abstract

Everybody wants IoT because it promises a new digital data source that drives higher levels of actionable insight across organizations. However, many IoT initiatives begin as “pet” projects and struggle to derive and demonstrate real value. There are often gaps that impede the integration of rapid-cycle innovation initiatives with stable, core corporate processes. These challenges may be technical, but are more often than not a data strategy question. NetApp is the data authority in hybrid cloud, helping many organizations globally to capture, process and make use of IoT data in the most effective way that maximizes business value wherever it exists, from edge to core to cloud. This is an approach we call the Data Fabric. NetApp have leveraged and integrated IoT data across our own data fabric, into our business processes. We smartly, dramatically and continuously improve our response to disruptions and increase value to cost ratios in our own business. We are now working with our customers to help them take advantage of our learnings in their own IoT journeys across multiple sectors and industries. In this presentation, Matt will share how NetApp has applied this approach to disrupt our own business, enabling new data-driven insights that improve our hardware and software manufacturing, account management, support and customer experience. He will also touch on the IoT value architectures we have co-created with our customers.

Short Bio Matthew Hurford

Matt Hurford is the Senior Systems Engineering Director and CTO for NetApp in Asia Pacific and Japan. In this role he is responsible for managing the technical pre-sales team, technical alliances, solution architects and supporting the sales teams across the region. During his 9 years at NetApp, Matt has helped shape the NetApp Managed Service capability in ANZ in his role as a Professional Services manager. Since taking on the leadership of the Systems Engineering team he has built an industry leading pre-sales team and has been instrumental in local product management and developing utility commercial models for enterprise accounts. Matt has over 20 years of experience in the IT industry and has held numerous roles; including mainframe systems programmer, automation specialist and infrastructure architect. He has a passion for managing people and has over 15 years’ experience building high performance teams. Matt has a very broad range of experience covering many aspects of IT, including virtualisation, data analytics and hybrid cloud solutions. He holds a degree in science and still has a passion for ecology.